AMENDMENTS

This listing of claims will replace all prior versions and listings of claims in the application:

1-44.   Previously Cancelled

45. (Currently Amended) A method for distributing medical information stored on a computer system to ~~a group of~~ physicians, the method comprising:

at a server in said computer system:

identifying ~~at least two physicians~~ a group of physicians from a ~~database of~~ multiple physicians;

generating an interactive message comprising:

customizing at least a portion of said medical information stored on the computer system to said identified ~~physicians~~ group; and

including objects that ~~the~~ physicians in the group can select to respond to, or dispose of, the interactive message;

receiving, at the server, a synchronization signal from a respective handheld computing device operated by a respective physician of the group of physicians ~~respective one of said identified physicians,~~ wherein said synchronization signal indicates an availability of said respective handheld computing device for receipt of said interactive message; and

in response to said ~~communication~~ synchronization signal, automatically transmitting said interactive message from the computer system to said respective handheld computing device.

46. (Currently Amended) The method of claim 45, wherein said identifying is based on information selected from the group consisting of: a practice area of each respective physician of the group of physicians; a number of prescriptions written by each respective physician ~~of said physicians~~; a Drug Enforcement Agency number of each respective physician ~~of said physicians~~, a medical education number of each respective physician ~~of said physicians~~, and [[or]] any combination of the aforementioned.

47. (Currently Amended) The method of claim 45, wherein said identifying is based on a medical education number of each respective physician of said group of physicians.

48. (Currently Amended) The method of claim 45, further comprising, after said identifying, examining respective profiles of each respective physician of the group of physicians said identified physicians, wherein said interactive message is customized based on said respective profiles.

49. (Currently Amended) The method of claim 45, wherein the interactive message includes an interactive question directed to the physicians in the group.

50. (Currently Amended) The method of claim 45, wherein the interactive message includes a question asking the respective physician of the group of physicians physician if the respective physician physicians would like further information on a certain medical topic.

51. (Previously Presented) The method of claim 45, wherein the interactive message includes an inquiry whether said physicians wish to receive Continuing Medical Education (CME) at the handheld computing device.

52. (Previously Presented) The method of claim 51, wherein the Continuing Medical Education includes educational materials or multiple choice exams.

53. (Currently Amended) The method of claim 45, further comprising, after said transmitting, receiving a response from said respective physician one of said group of physicians.

54. (Currently Amended) The method of claim 53, further comprising, sending further medical information to said respective physician of the group of physicians physician based on said response.

55. (Currently Amended) The method of claim 45, wherein the interactive message includes an inquiry whether said physicians wish to receive Continuing Medical Education (CME) at respective handheld computing devices, and said method further comprises, after

said transmitting, receiving a response from said respective physician one of said group of physicians, and transmitting CME educational materials or multiple choice exams to said respective handheld computing device operated by said respective physician one of said identified group of physicians if said response indicated that said respective physician one of said group of physicians wishes to receive Continuing Medical Education (CME).

56. (Previously Presented) The method of claim 45, wherein said generating further comprises associating an expiration date with said interactive message, such that said interactive message expires after a predetermined time.

57. (Previously Presented) The method of claim 45, wherein said generating further comprises associating an expiration date with said interactive message, such that said interactive message expires after a predetermined time and is thereafter removed from said respective handheld computing devices.

58. (Currently Amended) The method of claim 45, wherein said interactive message is configured to be automatically displayed to said respective physician one of said identified group of physicians once downloaded to said respective handheld computing device.

59. (Previously Presented) The method of claim 45, wherein said receiving further comprises receiving, from said respective handheld computing device, an amount of interactive messages stored on said respective handheld computing device; and if said amount is above a maximum amount, storing said interactive message on the server instead of transmitting said interactive message to said respective handheld computing device.

60. (Previously Presented) The method of claim 45, further comprising repeating said generating and transmitting steps for multiple interactive messages.

61. (Previously Presented) The method of claim 45, wherein said respective handheld computing device is configured to store a set maximum amount of messages at any one time.

62. (Previously Presented) The method of claim 45, further comprising prioritizing the interactive message by a category selected from the group consisting of: an expiration date, importance, and urgency.

63. (Previously Presented) The method of claim 45, further comprising:

storing medical data in a database on the server; and

communicating at least some of said medical data from said database to said respective handheld computing device in response to a connection signal received from said respective handheld computing device.

64. (Previously Presented) The method of claim 63, further comprising, before said storing, aggregating said medical data from multiple sources.

65. (Previously Presented) The method of claim 64, wherein said aggregating step further comprises collecting medical data from a group consisting of: formulary data, pharmacopeia data, and any combination of the aforementioned.

66. (Previously Presented) The method of claim 63, wherein said communicating said medical data further comprises:

receiving a request for medical data from said respective handheld computing device; and

responding to the request by sending at least a portion of said medical data to said respective handheld computing device.

67. (Withdrawn) A method for distributing medical information to physicians, the method comprising:

receiving a synchronization signal from a handheld computing device operated by a physician;

identifying said physician from a database of multiple physicians;

examining a profile of said identified physician;

generating an interactive message comprising medical information customized to said profile of said physician; and

transmitting said interactive message to said handheld computing device.

68. (Withdrawn) The method of claim 67, wherein the interactive message includes an inquiry whether said physician wishes to receive Continuing Medical Education (CME) at the handheld computing device, and said method further comprises:

receiving a response from said physician; and

transmitting CME educational materials or CME multiple choice exams to said handheld computing device, if said response indicated that said physician wishes to receive CME.

69. (Withdrawn) A method for distributing medical information to physicians, the method comprising:

receiving a synchronization signal from a handheld computing device operated by a physician;

identifying said physician from a database of multiple physicians;

examining a profile of said identified physician;

generating an interactive message comprising medical information customized to said profile of said physician including an inquiry whether said physician would like to receive Continuing Medical Education (CME) information at said handheld computing device;

transmitting said interactive message to said handheld computing device;

receiving a response from said physician; and

transmitting CME educational materials or CME multiple choice exams to said handheld computing device, if said response indicated that said physician wishes to receive CME information.

70. (Withdrawn) The method of claim 69, further comprising receiving responses to CME exam questions from said handheld computing device.

71. (Withdrawn) A method for distributing medical information to physicians, the method comprising:

transmitting a synchronization signal to a remote server from a handheld computing device operated by a physician;

in response to said synchronization signal, receiving an interactive message at said handheld computing device from said remote server, where said interactive message includes medical information customized to said physician; and

displaying said interactive message on said handheld computing device.

72. (Withdrawn) The method of claim 71, wherein the interactive message includes a question directed to said physician and interactivity features for receiving a response to said question.

73. (Withdrawn) The method of claim 71, wherein the interactive message includes a question asking the physician if the physician would like further information on a certain medical topic.

74. (Withdrawn) The method of claim 71, wherein the interactive message includes an question asking whether said physician wishes to receive Continuing Medical Education (CME) at said handheld computing device.

75. (Withdrawn) The method of claim 74, wherein the CME includes educational materials or multiple choice exams.

76. (Withdrawn) The method of claim 71, further comprising, after said transmitting, transmitting a response from said physician operating said handheld device to said remote server.

77. (Withdrawn) The method of claim 76, further comprising receiving further medical information based on said response.

78. (Withdrawn) The method of claim 71, wherein the interactive message includes an inquiry whether said physician wishes to receive Continuing Medical Education (CME) at the handheld computing device, and said method further comprises:

transmitting a response from said handheld computing device to said remote server; and

receiving materials selected from a group consisting of: CME educational materials and multiple choice exams, at said handheld computing device, if said response indicated that said physician wishes to receive Continuing Medical Education (CME).

79. (Withdrawn) The method of claim 71, wherein said interactive message expires after a predetermined time.

80. (Withdrawn) The method of claim 71, wherein said interactive message expires after a predetermined time and is thereafter removed from said handheld computing device.

81. (Withdrawn) The method of claim 71, wherein said interactive message is automatically displayed to said physician once received from said remote server.

82. (Withdrawn) The method of claim 71, further comprising storing only a set maximum amount of interactive messages on said handheld computing device.

83. (Withdrawn) The method of claim 71, further comprising prioritizing the display of said interactive messages by expiration date, importance or urgency.

84. (Withdrawn) The method of claim 71, further comprising receiving at said handheld computing device medical data from said remote server, where said medical data includes at least one of formulary and pharmacopeia data.

85. (Withdrawn) A method for distributing medical information to physicians, the method comprising:

transmitting a synchronization signal to a remote server from a handheld computing device operated by a physician;

in response to said synchronization signal, receiving an interactive message at said handheld computing device from said remote server, where said interactive message includes medical information customized to said physician and a question asking whether said physician wishes to receive Continuing Medical Education (CME) at said handheld computing device;

displaying said interactive message on said handheld computing device;

receiving a response input from said physician at said handheld computing device;

transmitting said response from said handheld computing device to said remote server; and

receiving CME educational materials or multiple choice exams at said handheld computing device from said remote server, if said response indicated that said physician wishes to receive Continuing Medical Education (CME).

86. (Withdrawn) The method of claim 85, further comprising transmitting responses to CME exam questions from said handheld computing device to said remote server.

87. (Withdrawn) A computer readable memory storing executable instructions for execution by a computer system, such that said computer system functions in a specified manner, said instructions comprising:

instructions for receiving a synchronization signal from a handheld computing device operated by a physician;

instructions for identifying said physician from a database of multiple physicians;

instructions for examining a profile of said identified physician;

instructions for generating an interactive message comprising medical information customized to said profile of said physician including an inquiry whether said physician would like to receive Continuing Medical Education (CME) information at said handheld computing device;

instructions for transmitting said interactive message to said handheld computing device;

instructions for receiving a response from said physician; and

instructions for transmitting CME educational materials or multiple choice exams to said handheld computing device, if said response indicated that said physician wishes to receive CME information.

88. (Withdrawn) A computer readable memory storing executable instructions for execution by a computer system, such that said computer system functions in a specified manner, said instructions comprising:

instructions for transmitting a synchronization signal to a remote server from a handheld computing device operated by a physician;

instructions for in response to said synchronization signal, receiving an interactive message at said handheld computing device from said remote server, where said interactive message includes medical information customized to said physician and a question asking whether said physician wishes to receive Continuing Medical Education (CME) at said handheld computing device;

instructions for displaying said interactive message on said handheld computing device;

instructions for receiving a response input from said physician at said handheld computing device;

instructions for ~~ransmitting~~ transmitting said response from said handheld computing device to said remote server; and

instructions for receiving CME educational materials or multiple choice exams at said handheld computing device from said remote server, if said response indicated that said physician wishes to receive Continuing Medical Education (CME).

89. (Currently Amended) The method of claim 48, wherein examining the profile includes examining, for each physician of the identified group of physicians, count data, said count data recording access time and frequency, and input data, said input data tracking all input for each physician of the identified group of physicians.

90. (Currently Amended) The method of claim 45, wherein the objects include answers each respective physician of the identified group of physicians can select without typing text.

91. (New) The method of claim 45, including, after said transmitting,

receiving, in response to a second synchronization signal, a selection of a negative response object or a positive response object in the interactive message, wherein the selection is one click on either the negative response object or the positive response object.